

Message Text

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PAGE 01 BUDAPE 03784 050937Z

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ACTION EUR-12

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UNCLAS BUDAPEST 3784

EO 11652: N/A
TAGS: BEXP HU
SUBJECT: COMMERCIAL EXHIBITION FY 1978

REF: USDOC 15736

1. WITH AGRICULTURAL COMMODITIES AND EQUIPMENT MAKING UP THE OVERWHELMING BULK OF U.S. EXPORTS TO HUNGARY (AS CLEARLY INDICATED IN BEWT'S MONTHLY STATISTICAL PRINTOUT), EMBASSY BELIEVES USDOC CAN EASILY JUSTIFY OFFICIAL PRESENCE IN AGROMASEXPO FOR TWO SUCCESSIVE YEARS. EMBASSY FRANKLY UNAWARE OF ANY MAJOR INDUSTRY GROUP PRESSING FOR OFFICIAL U.S. PARTICIPATION IN ANY HUNGEXPO FAIRS, THOUGH FROM TALKS WITH VISITING REPS OF AMERICAN AGRI-BUSINESS FIRMS WE DO FIND POTENTIAL INTEREST IN AGROMASEXPO. BELIEVE AGRI-BUSINESS FIELD LARGE ENOUGH TO REPRESENT GOOD CROSS SECTION OF U.S. INDUSTRY FROM FARM EQUIPMENT TO PROTEIN MEAT EXTENDERS. FURTHERMORE AS BEWT WELL AWARE ONE-SHOT EXPOSURE OFTEN NOT ENOUGH TO PENETRATE BLOC MARKETS AND SOME FIRMS MAY READILY OPT FOR SECOND ROUND WITH USG ASSISTANCE TO INCREASE PROSPECTS FOR SUCCESS.

2. ACCORDING TO PRESENT PLANS, HUNGEXPO WILL ORGANIZE ONLY ONE REPEAT ONE OTHER SPECIALIZED SHOW DURING SPRING OF 1978. THEME OF THIS YET UNNAMED SHOW WILL BE MINING EQUIPMENT AND ENERGY UTILIZATION MANAGEMENT. SHOW WILL RUN CONCURRENTLY WITH BUT BE SEPARATE FROM AGROMASEXPO -- I.E., NO WAY FOR SINGLE U.S. EXHIBIT TO COVER AGRI- UNCLASSIFIED

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CULTURAL AND ENERGY TOPICS. LAST TIME THIS SHOW WAS

HELD (1972) IT WAS SMALL IN SCOPE WITH PRIMARILY
DOMESTIC AND CEMA EXHIBITORS.

3. TWO OTHER SPECIALIZED SHOWS NOW SCHEDULED FOR 1978
WILL BE "BUDATRANSPACK" IN OCTOBER 1978 FEATURING
PACKAGING AND MATERIALS HANDLING EQUIPMENT, AND "HOVENTA"
DISPLAYING HOTEL EQUIPMENT IN EITHER SEPTEMBER OR
OCTOBER, BUT THESE WOULD PUT US IN FY79.

MUDD

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